

REMARKS

Claims 1 through 29 are pending in the above-identified patent application. Claims 1 through 29 were rejected in the Office Action dated April 7, 2004. Applicant is amending the specification for purposes of clarity.

Objection to the Drawings

In section 1 of the Office Action, the Examiner objected to the drawings for failure to comply with 37 C.F.R. §1.84(p)(5) because they do not include Figure 13. In response, a sheet containing Figure 13 is attached hereto. No new matter is being added as the specification describes the figure and the figure is located in provisional patent application no. 60/305,322, which is incorporated by reference.

Accordingly, Applicant respectfully requests withdrawal of this objection.

Claim Rejections – 35 U.S.C. §102

In sections 2 and 3, of the Office Action, the Examiner rejected claims 1 – 23 and 26 under 35 U.S.C. §102(b) as being anticipated by U.S. Patent No. 5,880,740 to Halliday et al. (hereinafter referred to as *Halliday*). Applicant traverses this rejection.

Claim 1 is patentable over *Halliday* by at least reciting:

A method, comprising:  
    receiving identification of a web page portion on a web page  
    having a web page address;  
    computing web page portion location information of the web page  
    portion on the website;  
    determining customized location information for displaying the  
    web page portion on a customized web page;  
    storing the web page portion location information, the web page  
    address, and the customized display location information.

In contrast to the use of web pages as claimed, *Halliday* teaches the use of images only. While the images may be stored in image files on a server communicatively coupled to the Internet, one of the fundamental differences between *Halliday* and the claimed invention is that *Halliday* is limited to image files, which are static and never-changing. In contrast, the claimed invention is significant different and much more useful as it works with web pages, which are

dynamic and constantly changing. For example, the CNN website changes at least daily and perhaps even several times as a day as news stories break.

Accordingly, Applicant submits that claim 1 is patentable over *Halliday*. Further, as claims 8, 15, and 16 recite similar limitations, they should be patentable over *Halliday* for at least the same reasons. Further, the remaining claims are patentable due to their dependence to independent claims 8 and 16.

Further, claim 2 is patentable over *Halliday* by at least reciting:

The method of claim 1, wherein the customized display location information is based on user specifications.

In contrast, *Halliday* only teaches that images can be changed in certain zones in a template. The zones cannot be moved or changed per a user's specifications. For example, *Halliday* states that "[u]sing the point and click mechanism illustrated in FIGS. 1-4, the user may choose between a group of individual image segments for each of the image zones making up the composite image." (Column 3, lines 56 – 59). In other words, *Halliday* determines if a mouse click occurs in a pre-defined zone but does not teach moving the zone per a user's specification.

Accordingly, claim 2 is patentable over *Halliday*. Further, claims 9 and 17 are patentable over *Halliday* for reciting similar limitations.

#### Claim Rejections – 35 U.S.C. §103

In sections 4 – 7 of the Office Action, the Examiner rejected claims 24, 25, and 27 – 29 under 35 U.S.C. § 103 as being unpatentable over *Halliday* in view of various other references. Applicant traverses.

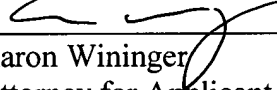
As discussed above, *Halliday* does not teach the claimed invention and the Examiner states that *Halliday* does not teach the elements of claims 24, 25, and 27 – 29. Accordingly, the combination of *Halliday* with other references cannot yield the invention claimed in claims 24, 25, and 27 – 29. Further, these claims are patentable by virtue of their dependency to a patentable claim.



Therefore, Applicant respectfully requests withdrawal of all rejections and objections and that a timely Notice of Allowance be issued in this case.

Respectfully submitted,  
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